

WHAT IS CLAIMED IS:

1 1. A method of conducting an electronic online auction between a
2 plurality of potential bidders, comprising the steps of:
3 (a) receiving a plurality of bids from bidders;
4 (b) ranking said bids in order of attractiveness; and
5 (c) for each bid, displaying the rank determined in step (b) to the bidder
6 who made the bid.

1 2. The method of claim 1, wherein the ranking in step (b) determines
2 an ordinal rank for each bid that is displayed to the bidder in step (c).

1 3. The method of claim 1, wherein step (b) comprises the step of
2 ranking bids in accordance with the price of the bids.

1 4. The method of claim 1, further comprising the step of transforming
2 a bidder comparative bid parameter into a comparative bid parameter for the
3 originator of the auction.

1 5. The method of claim 1, wherein step (a) comprises the step of
2 receiving transformed bid information.

1 6. The method of claim 5, wherein step (a) comprises the step of
2 receiving a bid price in a base currency, wherein said bid price is originally
3 defined in a local currency of said first bidder.

1 7. The method of claim 1, comprising the additional step of
2 transmitting the rank to the bidder.

1 8. The method of claim 1, comprising the additional steps of repeating
2 steps (b) and (c) as new bids are received.

1 9. The method of claim 1, wherein step (c) comprises the step of
2 displaying a tie rank to the bidder if the ranking in step (b) results in a tie.

1 10. A computer program product for enabling a processor in a
2 computer system to process bidding information in an electronic auction,
3 amongst a plurality of bidders, said computer program product comprising:
4 a computer usable medium having computer readable program code
5 means embodied in said medium for causing an application program to execute
6 on the computer system, said computer readable program code means
7 comprising
8 a computer readable program code means for enabling the computer
9 system to receive a plurality of bids from bidders, rank said bids in order of
10 attractiveness, and for each bid, display the rank to the bidder who made the bid.

1 11. The computer program product of claim 9, further comprising
2 computer readable program code means for enabling the computer system to
3 determine an ordinal rank for each bid that is displayed to the bidder.

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The computer program product of claim 9, further comprising
computer readable program code means for enabling the computer system to
rank bids in accordance with the price of the bids.

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The computer program product of claim 9, further comprising
computer readable program code means for enabling the computer system to
transform a bidder comparative bid parameter into a comparative bid parameter
for the originator of the auction.

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The computer program product of claim 9, further comprising
computer readable program code means for enabling the computer system to
receive transformed bid information.

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The computer program product of claim 13, further comprising
computer readable program code means for enabling the computer system to
receive a bid price in a base currency, wherein said bid price is originally defined
in a local currency of said first bidder.

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The computer program product of claim 9, further comprising
computer readable program code means for enabling the computer system to
transmit the rank received to the bidder.

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The computer program product of claim 9, further comprising
computer readable program code means for enabling the computer system to
rank bids in order of attractiveness, and for each bid, display the rank to the
bidder who made the bid as new bids are received.

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The computer program product of claim 9, further comprising
computer readable program code means for enabling the computer system to
display a tie rank to the bidder if the ranking results in a tie.

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~~18~~ A system for processing bidding information in an electronic auction
2 amongst a plurality of bidders, comprising:
3 means for receiving a plurality of bids from bidders;
4 means for ranking said bids in order of attractiveness; and
5 for each bid, means for displaying the rank to the bidder who made the
6 bid.

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~~18~~ The system of claim 17, wherein said means for ranking bids
2 includes means for determining an ordinal rank for each bid that is displayed to
3 the bidder.

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~~19~~ The system of claim 17, wherein said means for ranking bids
2 includes means for ranking in accordance with the price of the bids.

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~~20~~ The system of claim 17, further comprising means for transforming
2 a bidder comparative bid parameter into a comparative bid parameter for the
3 originator of the auction.

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~~21~~ The system of claim 17, wherein said means for receiving bids
2 includes means for receiving transformed bid information.

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~~22~~ The system of claim 21, wherein said means for receiving bids
2 comprises means for receiving a bid price in a base currency, wherein said bid
3 price is originally defined in a local currency of said first bidder.

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~~23~~ The system of claim 17, further comprising means for transmitting
2 the rank to the bidder.

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~~24~~ The system of claim 17, further comprising means for receiving and
2 ranking bids as new bids are received.

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24A The system of claim 17, wherein said means for displaying the rank
4 comprises means for displaying a tie rank to the bidder if the ranking results in a
5 tie.

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25 A method of conducting an electronic online auction between a
2 buyer and a plurality of potential sellers, comprising the steps of:
3 (a) receiving a plurality of bids from sellers;
4 (b) for each bid, transforming the bid into a buyer comparative bid
5 parameter;
6 (c) ranking said bids in order of attractiveness based up the buyer
7 comparative bid parameter; and
8 (d) for each bid, displaying the rank determined in step (c) to the seller
9 who made the bid.

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26 The method of claim 25, wherein the ranking in step (c) determines
2 an ordinal rank for each bid that is displayed to the seller in step (d).

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27 The method of claim 26, comprising the additional steps of
2 repeating steps (b), (c) and (d) as new bids are received.

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28 The method of claim 27, further comprising the additional step of
2 rejecting a bid if the bid ranking determined in step (b) results in a tie bid.

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29 The method of claim 27, wherein step (d) comprises the step of
2 displaying a tie rank to the seller if a new bid results in a tie rank.

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30 A system for processing bidding information in an electronic auction
2 between a buyer and a plurality of potential sellers, comprising:
3 means for receiving a plurality of bids from sellers;
4 means for transforming each bid into a buyer comparative bid parameter;

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means for ranking said bids in order of attractiveness based up the buyer comparative bid parameter; and
means for displaying the ranking to the seller who made the bid.

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The system of claim 30, wherein the means for ranking determines an ordinal rank for each bid.

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The system of claim 31, further comprising means for receiving, transforming and ranking each bid as new bids are received.

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The system of claim 32, further comprising means for rejecting a bid if a bid ranking results in a tie bid.

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The system of claim 32, further comprising means for displaying a tie rank to the seller if a new bid results in a tie rank.